Intellectual Property Management Clinic
Green Technology

organized by
the World Intellectual Property Organization (WIPO)

WebEx, Geneva, June 17 and 18, 2021

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
Day 1 - Thursday, June 17, 2021, CEST time

Moderator: Ms. Anja von der Ropp, Senior Program Coordinator, Climate Change and Food Security, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO

13.00 – 13.10 Welcome address

Speaker: Ms. Amy Dietterich, Director, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO

13.10 – 13.15 Introductory remarks

Speaker: Mr. Guy Pessach, Director, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO

13.15 – 14.35 SESSION 1: Understanding of the role of IP management throughout the development, manufacturing, branding and marketing of environmentally sound products and technologies

[Note: This session is devoted to a brief and focused IP analysis (maximum 15 minutes each) of specific green technology products by selected companies that have IP strategies in place on successes and lessons learned].

Product: Presenter:

Modular separator Mr. Adrian Jose Cabezas Morales, Nano control AB, Sweden

Marine Wave Stations Mr. Alexey Ovsyanki, Scientific production company KROK-1, Ukraine

Gaz turbine engine Mr. Stefano Piffaretti, Creative Power Solutions, AG (CPS), Switzerland

MCFFP Mr. Darlan Santos de Alencar Junior, BIOCERR, Brazil
Experts: Mr. Omer Hiziroglu, Managing Partner, TLS.IP, Turkey

Mr. Tred Lehong, Director, AfriqInnov8 (Pty) Ltd, South Africa

Ms. Natalie Raffoul, Managing Attorney, Brion Raffoul LLP & Legal Tech Entrepreneur, Canada

Commentator: Ms. Audrey Yap, Managing Partner, YuSarn Audrey Singapore, Immediate Past President The Licensing Executives Society International (LESI), Singapore

14.35 – 15.30

SESSION 2: Supporting IP management through intermediaries

Speakers: Mr. Fu Zhikang, Project Lead, IP Strategist, IPOS International, Singapore

TBC

Day 2 - Friday, June 18, 2021, CEST time

Moderator: Ms. Silvija Trpkovska, Counsellor, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO

14.00 – 14.30

SESSION 3: Branding products as environmentally friendly

Speaker: Ms. Kristin McNulty, Managing Counsel, Trademarks and Brands, Intel Corporation

14.30 – 15.50

SESSION 4: Understanding of the role of IP management throughout the development, manufacturing, branding and marketing of environmentally sound products and technologies

[Note: This session would be devoted to a brief and focused IP analysis (maximum 15 minutes each) of specific green technology products by selected companies that have IP strategies in place on successes and lessons learned].

Product: Presenters:

Biomass biodegradable products  Dr. Ryohei Mori, Green Science Alliance Co., Ltd., Japan

Nabralift and Nabrajoint  Mr. Iñaki Alti, Nabrawind Technologies SL, Spain

HMBS dispersible microbial system  Ms. Kaori Fujita, Hinode Sangyo Co., Ltd., Japan

Adjuvant composition  Ms. Erica Mano, DVA Agro, Brazil
Experts:  
Mr. Omer Hiziroglu  
Mr. Trod Lehong  
Ms. Natalie Raffoul  

Commentator:  
Mr. Laith Abu-Taleb, Vice President, General Counsel & Corporate Affairs, Mori, USA / Canada  

15.50 – 16.15  
SESSION 5:  
Introduction to trade secret management  
Speaker:  
Ms. Allison Mages, Head, IP Commercialization Section, IPBD, WIPO  

16.15 – 16.30  
ROUNDTABLE DISCUSSION & WRAP UP SESSION  
[Note: WIPO will present its work and the support it can offer enterprises, and in return, the discussants will be invited to present their perspectives]  
Moderators:  
Mr. Guy Pessach  
Ms. Anja von der Ropp  
Speakers:  
All participants  

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